

**FISHING REEL, FISHING INFORMATION DISPLAY DEVICE, AND
FISHING INFORMATION DISPLAY SYSTEM
ABSTRACT OF THE DISCLOSURE**

5 An electric reel is furnished with an information communication unit is
adapted for transmitting first information concerning the reel to an external fishing
information display device. The information communication unit is adapted for
receiving second information concerning fishing from a fish finder or a GPS through
a fishing information display device and an information coordinating unit. A second
10 display unit of the fishing information display device can display the first information
concerning the reel obtained from the reel and the second information concerning
fishing with one of the first and second information being superimposed on the other.
In this fishing reel, a large amount of information can be displayed while the size of
the reel is kept small. Also, information concerning fishing can be obtained quickly.

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